

20th century-fox ■ exhibitor's campaign manual

Cast . . .

Don Fabrizio, Prince of Salina Burt Lancaster
 Tancredi, the Prince's nephew Alain Delon
 Angelica Sedara Claudia Cardinale
 Don Calogero Sedara Paolo Stoppa
 Maria Stella, wife of the Prince Rina Morelli
 Father Pirrone Romolo Valli
 Don Ciccio Tumeo Serge Reggiani
 Cavalier Chevally Leslie French
 Colonel Pallavicino Ivo Garrani
 Count Cavriaghi Mario Girotti
 Francesco Paolo Pierre Clementi
 Concetta Lucilla Morlacchi
 The Garibaldino General Giuliano Gemma
 Carolina Ida Galli
 Caterina Ottavia Piccolo
 Paolo Carlo Valenzano
 The Little Prince Brook Fuller
 Mlle. Dombreuil, the Governess Anna Maria Bottini
 Tutor Marino Mase
 Donna Margherita, Princess of Ponteleone Lola Braccini
 Don Diego, Prince of Ponteleone Howard N. Rubien
 Bertiana, Don Calogero's wife Claudia Cardinale

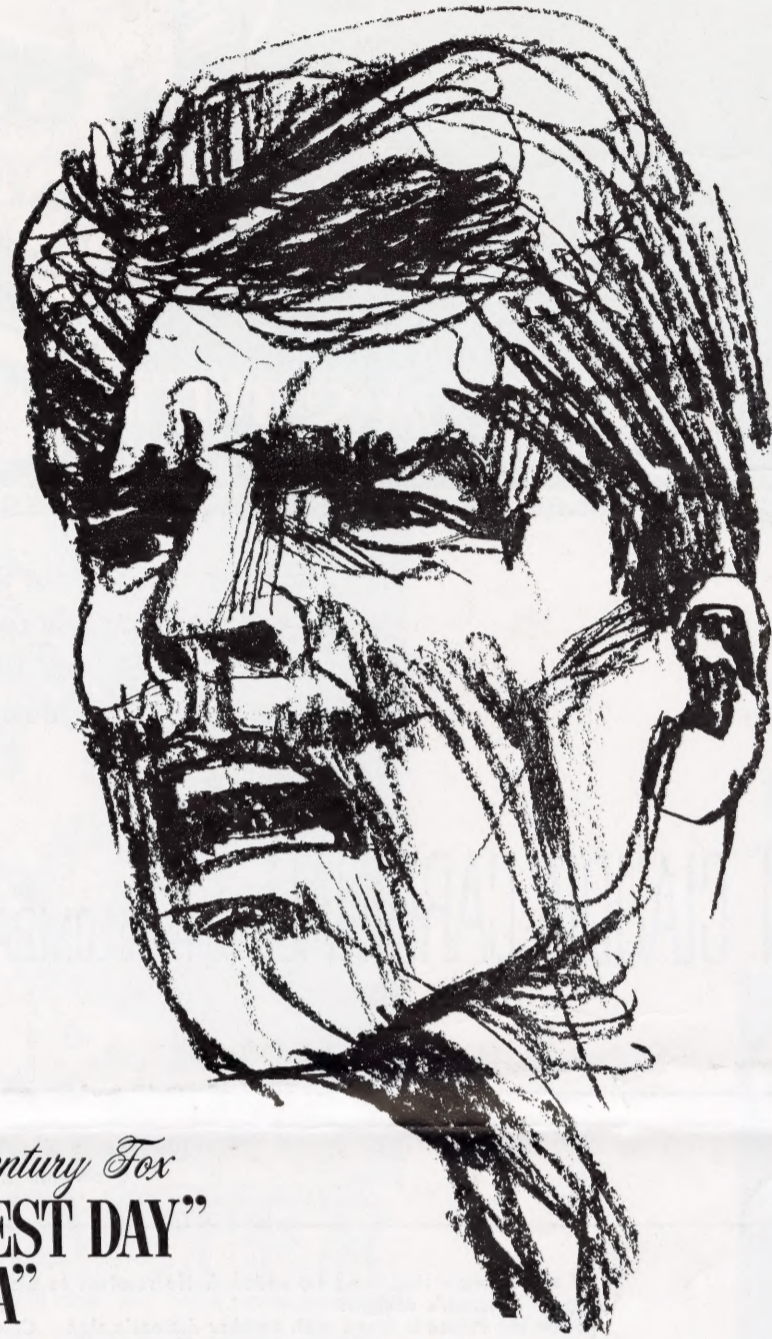
. . . Credits

Produced by Goffredo Lombardo
 Directed by Luchino Visconti
 From the novel by Giuseppe Tomasi di Lampedusa
 Screenplay by Suso Cecchi D'Amico
 Pasquale Festa Campanile
 Enrico Medioli
 Massimo Franciosa
 Luchino Visconti
 Director of Photography Giuseppe Rotunno
 Executive Producer Pietro Notarianni
 Production Managers Enzo Provenzale
 Giorgio Adriani
 Assistant Directors Rinaldo Ricci
 Albino Cocco
 Francesco Massaro
 Brad Fuller
 Dialogue Director Archibald Colquhoun
 Film Editor Mario Serandrei
 Musical Score by Nino Rota
 Symphony Orchestra of Santa Cecilia
 Conducted by Franco Ferrara
 Unpublished waltz by Giuseppe Verdi
 Art Direction Mario Garbuglia
 Costume Designer Piero Tosi
 Set Decorations Giorgio Pes
 Laudomia Hercolani
 Costumes by The Safas Co.
 Mr. Lancaster and Mr. Delon's costumes by Reanda
 Sound Engineer Mario Messina
 Make-up Alberto de Rossi
 Mr. Lancaster's Make-up Robert Schiffer
 Hair styles Maria Angelini
 Amalia Paoletti
 Camera Operators Nino Cristiani
 Enrico Cignitti
 Giuselle Maccari
 Script Supervisor Stephan Iscovescu
 Military uniform consultant Maj. Alessandro Gasparinetti
 Assistant art director Ferdinando Giovannoni
 Assistant set decorator Emilio D'Andria
 Assistant costume designers Vera Marzot
 Bice Bricchetto
 Unit Managers Roberto Cocco
 Riccardo Caneva
 Gilberto Scarpellini
 Gaetano Amata
 Bruno Sassaroli
 Assistant Unit Managers Umberto Sambuco
 Lamberto Pippia

Color by De Luxe

A Titanus Production

Released by Twentieth Century-Fox



From 20th Century Fox
 "THE LONGEST DAY"
 "CLEOPATRA"
 And Now...

BURT LANCASTER IN THE LEOPARD

1ST PRIZE WINNER "BEST FILM" 1963 CANNES INTERNATIONAL FILM FESTIVAL

Tremendous as a book . . . acclaimed as a motion picture—the story of the prince who proudly claimed the land and all that it bore, down to the last peasant girl.



ALSO STARRING

ALAIN DELON CLAUDIA CARDINALE

PRODUCED BY GOFFREDO LOMBARDO DIRECTED BY LUCHINO VISCONTI A CINEMASCOPE PICTURE RELEASED BY 20th CENTURY-FOX COLOR BY DeLUXE
 A TITANUS PRODUCTION

S I G

MAT-402

186 lines x 4 columns (744 lines)
 4 columns x 13 1/4 inches

From 20th Century Fox
"THE LONGEST DAY"
"CLEOPATRA"

AND NOW...

BURT LANCASTER IN **THE LEOPARD**

THE MOTION PICTURE HAILED AS 1ST PRIZE WINNER "BEST FILM" 1963 CANNES INTERNATIONAL FILM FESTIVAL

The story of the last of the great overlords
of the earth... of the prince who proudly
claimed the land and all that it bore,
down to the last peasant girl! A superb,
sensual portrait excitingly directed
by the renowned Luchino Visconti.

ALSO STARRING
ALAIN DELON **CLAUDIA CARDINALE**

PRODUCED BY **GOFFREDO LOMBARDO** DIRECTED BY **LUCHINO VISCONTI** A CINEMASCOPE PICTURE RELEASED BY **DELUXE**
A TITANUS PRODUCTION 20th CENTURY-FOX

S I G

109 lines x 6 columns (654 lines)
6 columns x 7 3/4 inches

MAT-601

Synopsis

"The Leopard" is a story of change—of a proud aristocracy at the point of decline and of the magnificent Prince of Salina, Don Fabrizio, who is faced with the disintegration of his traditional way of life.

The historical background: In the spring of 1860 Italy's movement for unification reached its peak. The popular hero Garibaldi with his famed Redshirts invaded Sicily and soon crushed the Bourbon monarchy. Plebiscites were set up in which the Sicilians voted to join with the rest of the Peninsula to form the United Kingdom of Italy under King Victor Emmanuel of Sardinia. Thus Italy became a single state for the first time since the fall of the Roman Empire.

The calm, aristocratic lives of Don Fabrizio, Prince of Salina (BURT LANCASTER), and his family are shattered by news of Garibaldi's invasion of Sicily. Despite the upheaval, the Salinas undertake their yearly trek to the family's country home at Donnafugata. Four carriages bearing the Prince's wife, Maria Stella (RINA MORELLI), their three daughters—Concetta (LUCILLA MORLACCHI), Carolina (IDA GALLI) and Caterina (OTTAVIA PICCOLO)—their son Francesco Paolo (PIERRE CLEMENTI) and Father Pirrone (ROMOLO VALLI), the family priest, set off on the long, dusty trip. They are accompanied by Fabrizio's beloved nephew Tancredi (ALAIN DELON) who realizes that to keep things as they are other things will have to change. He has been fighting with the Garibaldini against the Bourbon monarchy. During the trip, Tancredi whiles away the time by flirting with Concetta, who is obviously in love with him.

Arriving at Donnafugata the Salinas are given an "official welcome" by the village mayor, Don Calogero Sedara (PAOLO STOPPA), one of the rising bourgeois reportedly as rich as the Prince himself. The Prince returns the courtesy by inviting several local dignitaries to dinner including the mayor and Don Ciccio Tumeo, a local aristocrat (SERGE REGGIANI).

While preparing to receive his guests, the Prince learns Father Pirrone has been commissioned by Concetta to obtain her father's approval of her love for Tancredi. Fabrizio, initially unhappy at the awareness that he has a daughter old enough to be in love and further realizing that Tancredi needs a wife much richer and more worldly than Concetta, brusquely dismisses the subject.

Concetta's hopes are crushed even more when the mayor's daughter, Angelica (CLAUDIA CARDINALE), appears at the dinner. Every man present and particularly the hot-blooded Tancredi is moved by Angelica's sensuous beauty. Fabrizio recognizes this mixture of wealthy middle-class and declining aristocracy as one

of the changes that must be endured. He resolves to support Tancredi's designs.

Soon the Prince is faced with another dramatic sign of the new order. He is forced to go to the plebiscite to cast his vote for the fate of Sicily. Bowing to the inevitable, he votes "yes" for the replacement of the Bourbon monarchy by the newly created United Kingdom of Italy.

Shortly thereafter the Prince receives a letter from Tancredi, who has rejoined his regiment, asking his uncle to arrange a marriage with Angelica. The request incenses Maria Stella who calls Tancredi a traitor to

his class.

To gird himself for the coming encounter with Don Calogero and the sight of a bitterly disappointed Concetta, the Prince takes refuge in his favorite sport, hunting, accompanied by Don Ciccio. When the Prince sounds out Don Ciccio's opinion about the new regime as well as the Sedara family, the latter expresses his devotion to the aristocracy and his hatred for a plebiscite which took his "no" and made it part of a "unanimous yes." Ignorant of Tancredi's plans, he gives Fabrizio a cogent picture of the Sedara's and their commonplace background. In ironic gratitude for Don

Ciccio's loyalty, the Prince makes him the first to know of the projected marriage.

Fabrizio's reaction to his subsequent discussion with the boorish Don Calogero alternates between disgust, embarrassment and grim amusement. Even he is momentarily startled by the immense dowry which Angelica will command.

A few days later Tancredi unexpectedly arrives at Donnafugata to claim his bride. He is accompanied by Count Cavriaghi (MARIO GIROTTI), a companion in arms, who tries vainly to interest Concetta in matrimony. But she is still in love with Tancredi.

Tancredi and Angelica are alone together daily, wandering through the countless rooms of the villa. Although their love is at its peak, Tancredi insists on waiting until marriage for its consummation.

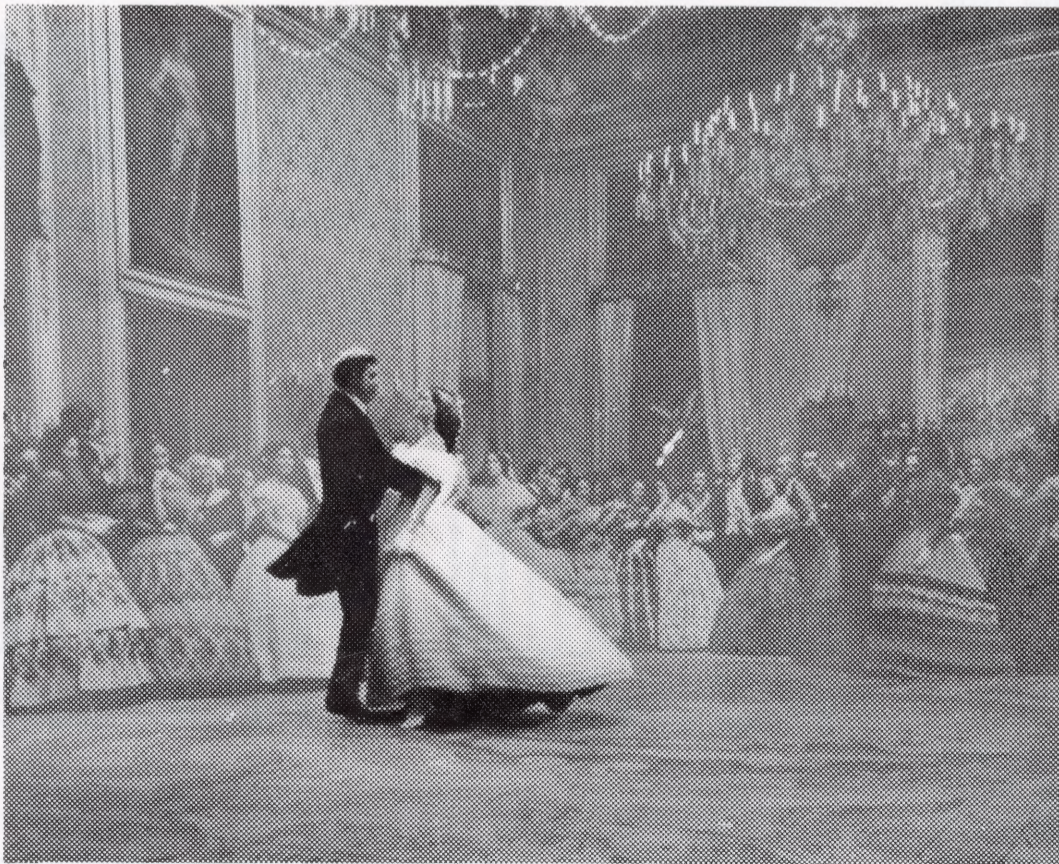
Meanwhile, Cavalier Chevally (LESLIE FRENCH), an emissary of Victor Emmanuel, arrives at Donnafugata to offer the Prince a senate seat in the newly-formed government. Although Fabrizio has bowed to the unavoidable fall of the Bourbons and even aided his nephew's love affair with a parvenu, he is unable to take an active part in creating the new order. He attempts to justify his refusal by explaining he belongs to an unlucky generation, caught between the old days and the new, and ill at ease in both.

The Salinas have arranged invitations for Don Calogero and Angelica to an aristocratic ball where she makes a stunningly successful debut into society. It is clear that Tancredi's lessons have been quickly absorbed by his ambitious fiancée and that she will soon dominate the life into which her wealth and beauty have thrust her.

The Prince is a grand and lonely figure as he strides through the gay scene feeling strangely old and out-of-touch. Angelica coaxes him into a waltz. The courtly aristocrat and his lovely partner are a striking couple as the entire company stops to watch. After the dance, the Prince suddenly feels like an intruder and abruptly takes leave of Tancredi and Angelica. He is also vaguely disturbed by old passions evoked in him by his future niece. He wanders distractedly through the baroque rooms oppressed with thoughts of his own death. He hears some chatter about four deserters from the army of Victor Emmanuel who tried to rejoin Garibaldi in his attempt to press the revolution even further. It is speculated that they will be shot.

By the end of the ball, the Prince feels a desperate need to be alone. He sends his family home in the carriage and sets out on a solitary walk. A monumental figure of a passing age, the Prince strolls quietly in the gathering dawn contemplating the stars. Four rifle shots puncture the silence, and he slowly turns in their direction. The dying aristocracy listens to the death of the idea of freedom.

Things have changed, and yet for most of the people they will remain the same.



In the spectacular ball scene from "The Leopard," Burt Lancaster dances with co-star Claudia Cardinale. Producer Goffredo Lombardo and Director Luchino Visconti have brought to the screen on a lavish scale the internationally acclaimed novel of Giuseppe di Lampedusa. The Titanus production, released by 20th Century-Fox, was filmed entirely in Sicily in CinemaScope and De Luxe Color.

Mat 3A



From 20th Century Fox

"THE LONGEST DAY"
"CLEOPATRA"
AND NOW...



The great novel of love,
war and adventure, now
a powerful motion picture
of sweeping grandeur.

BURT LANCASTER IN THE LEOPARD

1ST PRIZE WINNER "BEST FILM"
1963 CANNES INTERNATIONAL FILM FESTIVAL

ALSO STARRING

ALAIN DELON CLAUDIA CARDINALE
PRODUCED BY GOFFREDO LOMBARDO DIRECTED BY LUCHINO VISCONTI COLOR BY DeLUXE

A CINEMASCOPE PICTURE - A TITANUS PRODUCTION - RELEASED BY 20th CENTURY-FOX

S I G

MAT-401

148 lines x 4 columns (592 lines)
4 columns x 10 1/2 inches



From 20th Century Fox

"THE
LONGEST DAY"
"CLEOPATRA"
AND NOW...



BURT LANCASTER IN THE LEOPARD

1ST PRIZE WINNER
"BEST FILM" 1963 CANNES
INTERNATIONAL FILM FESTIVAL

ALSO STARRING

ALAIN DELON CLAUDIA CARDINALE
PRODUCED BY GOFFREDO LOMBARDO DIRECTED BY LUCHINO VISCONTI COLOR BY DeLUXE

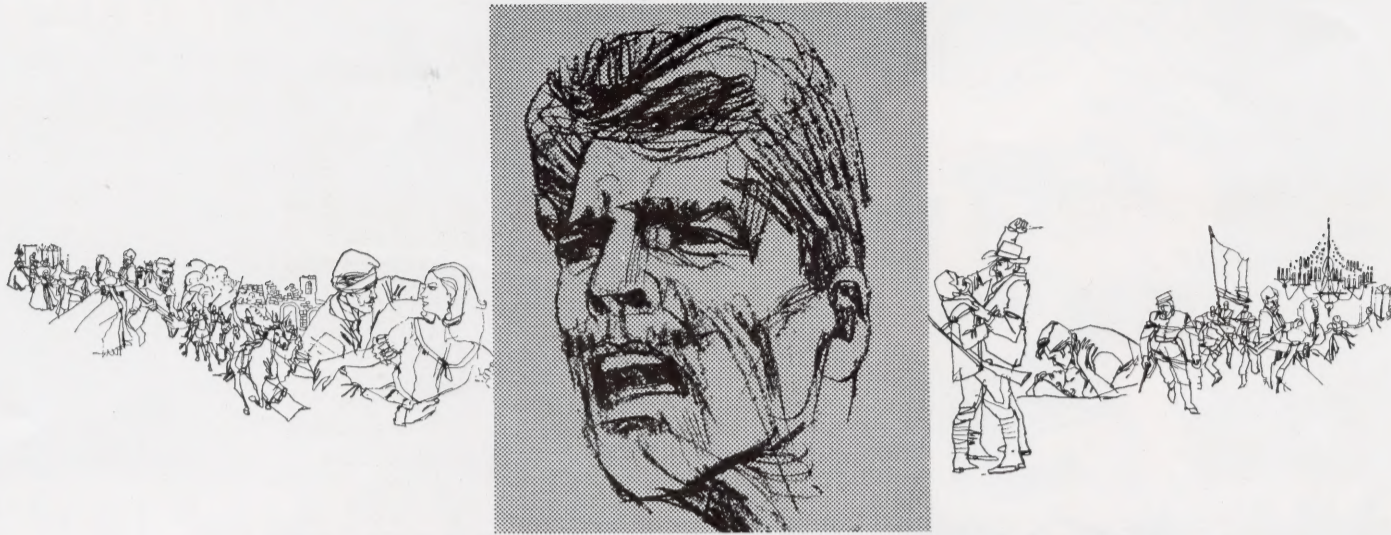
A CINEMASCOPE PICTURE - A TITANUS PRODUCTION
RELEASED BY 20th CENTURY-FOX

S I G

MAT-110

134 lines x 1 column
1 column x 9 5/8 inches

From 20th Century Fox
"THE LONGEST DAY"
"CLEOPATRA"
And Now...



BURT LANCASTER
IN
THE LEOPARD

1ST PRIZE WINNER "BEST FILM"
 1963 CANNES INTERNATIONAL FILM FESTIVAL

ALSO STARRING

ALAIN DELON CLAUDIA CARDINALE

PRODUCED BY **GOFFREDO LOMBARDO**

DIRECTED BY **LUCHINO VISCONTI**

A CINEMASCOPE PICTURE
 A TITANUS PRODUCTION
 RELEASED BY 20th CENTURY-FOX

COLOR BY **DeLUXE**

MAT 403

100 lines x 4 columns (400 lines)
 4 columns x 7¼ inches

S I G



From 20th Century Fox
"THE LONGEST DAY"
"CLEOPATRA"
AND NOW...

BURT LANCASTER
IN
THE LEOPARD

ALSO STARRING

ALAIN DELON CLAUDIA CARDINALE

PRODUCED BY **GOFFREDO LOMBARDO** · DIRECTED BY **LUCHINO VISCONTI** · COLOR BY **DeLUXE**

A CINEMASCOPE PICTURE · A TITANUS PRODUCTION · RELEASED BY 20th CENTURY-FOX

1ST PRIZE WINNER
"BEST FILM"
 1963 CANNES
 INTERNATIONAL
 FILM FESTIVAL

MAT 303

100 lines x 3 columns (300 lines)
 3 columns x 7⅛ inches

S I G



From
20th
Century
Fox

**"THE
LONGEST
DAY"
"CLEOPATRA"
AND NOW...**

**BURT LANCASTER
IN
THE LEOPARD**

1ST PRIZE WINNER
"BEST FILM"
1963 CANNES
INTERNATIONAL
FILM FESTIVAL



ALSO STARRING
ALAIN DELON CLAUDIA CARDINALE
A CINEMASCOPE PICTURE - A TITANUS PRODUCTION - RELEASED BY 20th CENTURY-FOX

PRODUCED BY **GOFFREDO LOMBARDO**
DIRECTED BY **LUCHINO VISCONTI**
COLOR BY **DeLUXE**

S I G

100 lines x 2 col. (200 lines)
2 col. x 7 inches

MAT-207

**BURT LANCASTER
IN
THE LEOPARD**

1ST PRIZE WINNER "BEST FILM"
1963 CANNES INTERNATIONAL FILM FESTIVAL

COLOR BY DeLUXE

A CINEMASCOPE PICTURE - A TITANUS PRODUCTION - RELEASED BY 20th CENTURY-FOX

14 lines x 2 col. (28 lines) 2 col. x 1 inch

MAT-201

**BURT
LANCASTER
IN
THE LEOPARD**

1ST PRIZE WINNER "BEST FILM"
1963 CANNES INTERNATIONAL FILM FESTIVAL

ALSO STARRING
ALAIN DELON CLAUDIA CARDINALE
A CINEMASCOPE PICTURE - A TITANUS PRODUCTION - RELEASED BY 20th CENTURY-FOX

PRODUCED BY **GOFFREDO LOMBARDO** DIRECTED BY **LUCHINO VISCONTI** COLOR BY **DeLUXE**

28 lines x 2 col. (56 lines)
2 col. x 2 inches

MAT-202

From 20th Century Fox
**"THE LONGEST DAY"
"CLEOPATRA"**



AND NOW...

1ST PRIZE WINNER
"BEST FILM"
1963 CANNES
INTERNATIONAL
FILM FESTIVAL

**BURT LANCASTER
IN
THE LEOPARD**

ALSO STARRING
ALAIN DELON CLAUDIA CARDINALE
PRODUCED BY **GOFFREDO LOMBARDO** DIRECTED BY **LUCHINO VISCONTI** - COLOR BY **DeLUXE**
A CINEMASCOPE PICTURE - A TITANUS PRODUCTION - RELEASED BY 20th CENTURY-FOX

56 lines x 2 col. (112 lines)
2 col. x 4 inches

MAT-204



BURT LANCASTER 1A

From 20th Century Fox
**"THE LONGEST DAY"
"CLEOPATRA"
AND NOW...**

**BURT
LANCASTER
IN
THE
LEOPARD**

1ST PRIZE WINNER
"BEST FILM" 1963 CANNES
INTERNATIONAL FILM FESTIVAL

ALSO STARRING
ALAIN DELON CLAUDIA CARDINALE
PRODUCED BY **GOFFREDO LOMBARDO** DIRECTED BY **LUCHINO VISCONTI**
A CINEMASCOPE PICTURE - A TITANUS PRODUCTION
RELEASED BY 20th CENTURY-FOX

S I G

70 lines x 1 col.
1 col. x 5 inches

MAT-105

**BURT
LANCASTER
IN
THE
LEOPARD**

A CINEMASCOPE PICTURE - A TITANUS PRODUCTION
RELEASED BY 20th CENTURY-FOX

COLOR BY **DeLUXE**

21 lines x 1 col.
1 col. x 1 1/2 inches

MAT-102

**BURT
LANCASTER
IN
THE
LEOPARD**

A CINEMASCOPE PICTURE - A TITANUS PRODUCTION
RELEASED BY 20th CENTURY-FOX

COLOR BY **DeLUXE**

14 lines x 1 col.
1 col. x 1 inch

MAT-101

**BURT LANCASTER
IN
THE LEOPARD**

A CINEMASCOPE PICTURE - A TITANUS PRODUCTION
RELEASED BY 20th CENTURY-FOX

COLOR BY **DeLUXE**

1 col. x 1/2 inch

MAT-103

COMING!

BURT LANCASTER IN THE LEOPARD

A CINEMASCOPE PICTURE - A TITANUS PRODUCTION - RELEASED BY 20th CENTURY-FOX

6 lines x 2 col. (12 lines) 2 cols. x 1/2 inch

MAT-206

SPECIAL AD MAT No. 1 - ORDER NSS

Radio Spots

For this picture, the radio spots include a special recording by star Burt Lancaster himself which should go a long way to attract radio listeners. Lancaster's spots are of 60, 30 and 20 second lengths.

*Saturate the airwaves!
He can pull them into the theatre!*

Television Trailers

There are also available appropriate television spots to catch the eye and arouse the interest of the public in seeing the picture.

Order Radio and TV Spots from:

AD-PUB SERVICE DEPT.
20th CENTURY-FOX
444 WEST 56th ST.
NEW YORK 19, N. Y.

Theatrical Trailer

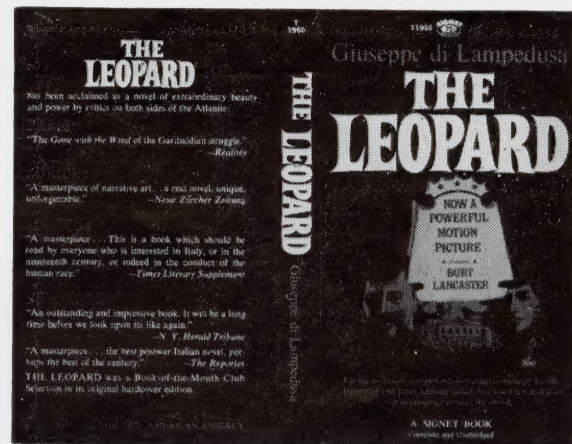
Visconti has made one of the most visually beautiful films of all time in "The Leopard." The theatrical trailer will give ample indication of the opulence of the picture as well as the scope of the story.

ORDER FROM NATIONAL SCREEN SERVICE

Popular Book Now a Great Movie

Few books have ever been published which have received the immediate acclaim of both critics and the public such as was accorded "The Leopard" when it was first published in 1958. Acclaimed in Italy as the best novel of the century, it has also won the plaudits of critics everywhere as a literary masterpiece.

The hard cover edition was published in the U. S. in 1960 by Pantheon Books and later the paperback was released as a Signet Book by The New American Library. There are no doubt the thousands who have read the book who will be anxious to see the movie version of it. A tie-in with bookstores and libraries with proper eye-catching displays should prove mutual profitable.



Original Sound Track Album

20th Century-Fox Records has issued the melodic sound track from the film, with the score composed by Nino Rota and played by the Symphony Orchestra of Santa Cecilia conducted by Franco Ferrara. In his researches on the background of "The Leopard," composer Rota discovered in a library in Rome an unpublished manuscript containing a hitherto unknown waltz by the famous Italian composer, Giuseppe Verdi. This tuneful waltz has been woven beautifully into the background score. Here is a chance for an exploitation extra, especially in view of the fact that music lovers are celebrating the 150th birthday of the renowned Verdi this year.

In addition to making tie-ups with music stores, play the record in your lobby before and during playdate.



Monaural—FXG 5015

Stereo—SXG 5015

Telops

There are two styles of telops available—one with station I.D. and one without. Specify whether you want slides or telops. This is up to your station contact—let them decide. Also specify whether you want the "Shared I.D." or "General" slides or telops. If you order the "Shared I.D." include the call-letters of the station involved. This is essential. Specify the title of the film.



PRICES

With theatre playdates and station I.D. (Be sure to send all information) \$6.00
Without theatre playdate and station I.D. 5.00
Each duplicate copy 2.00

ORDER FROM
QQ TITLE CARD CO.
247 WEST 46th ST.
NEW YORK 36, N. Y.

These are not furnished free by 20th Century-Fox

Something New!

Preview Records for In-Theatre Use during intermissions as well as other times when the screen is dark.

These records are made from production material furnished by the studio, divided into one section of 5 minutes and another of 2½ minutes.

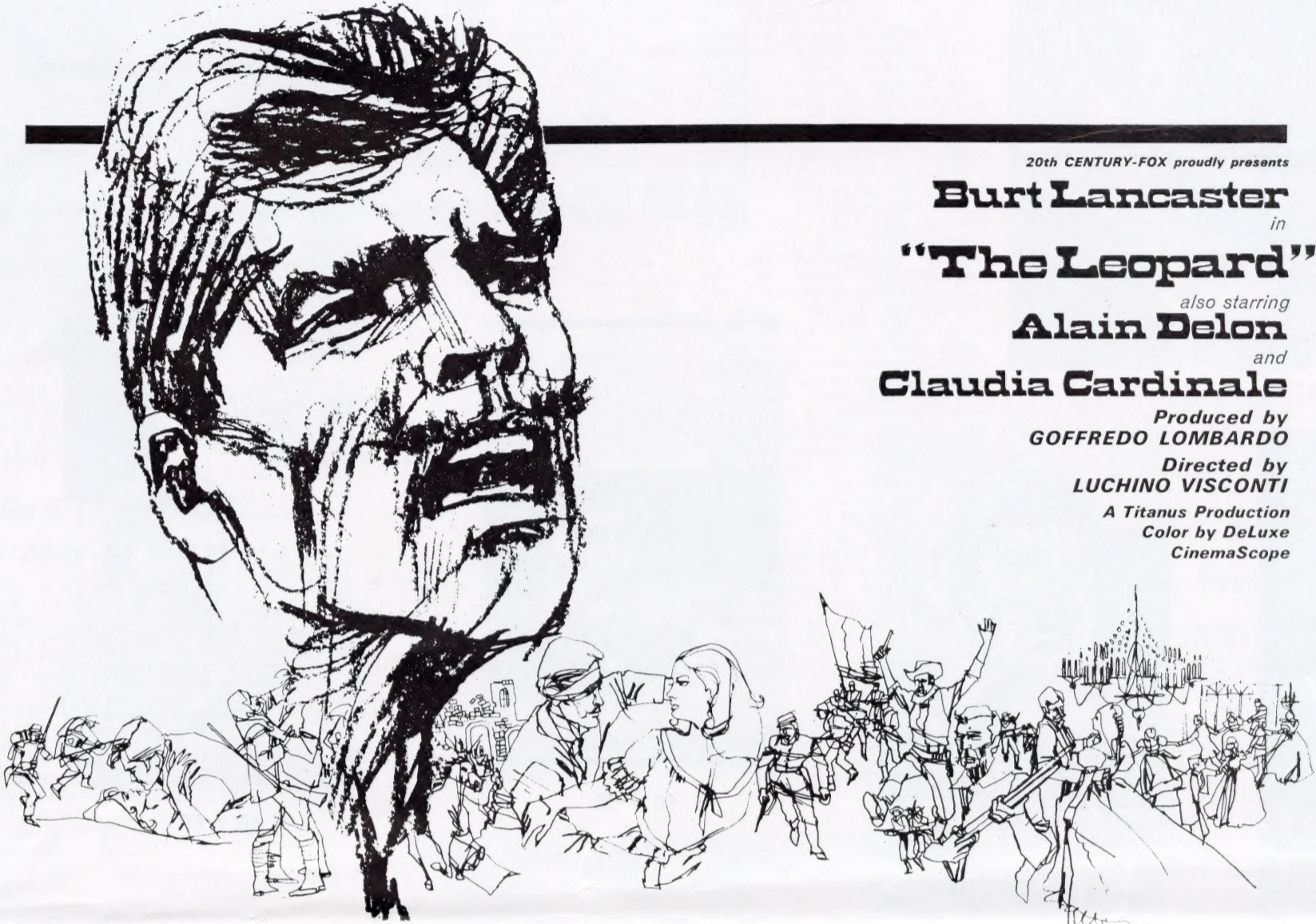
Get your "Leopard" Preview Record in time to plug your forthcoming playdate.

These records are available at \$1.50 from NATIONAL SCREEN SERVICE.

Under the flap you will find the advertising campaign used in the successful New York opening and run of the film.



A great novel of love, war and adventure now brought to the screen by Luchino Visconti.
 "The Leopard," winner of the 1963 Cannes Festival as "Best Film of the Year."



20th CENTURY-FOX proudly presents

Burt Lancaster

in

"The Leopard"

also starring

Alain Delon

and

Claudia Cardinale

Produced by

GOFFREDO LOMBARDO

Directed by

LUCHINO VISCONTI

A Titanus Production

Color by DeLuxe

CinemaScope

American Premiere Tonight at 8:30

Plaza Theatre

58th STREET EAST OF MADISON EL 5-3320

120 lines x 5 columns (600 lines)
 5 columns x 8 5/8 inches

MAT 510



A great novel of love, war and adventure
 now brought to the screen by Luchino Visconti.
 "The Leopard," winner of the 1963
 Cannes Festival as "Best Film of the Year."

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Burt Lancaster

in

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Claudia Cardinale

Produced by

GOFFREDO LOMBARDO

Directed by

LUCHINO VISCONTI

A Titanus Production

Color by DeLuxe

CinemaScope

American Premiere Today

Plaza Theatre 58th STREET EAST OF MADISON EL 5-3320



MAT 310

66 lines x 3 columns (198 lines)
 3 columns x 4 3/4 inches



Winner of the 1963 Cannes Festival
as "Best Film of the Year."

20th CENTURY-FOX proudly presents

Burt Lancaster

in

"The Leopard"

also starring

Alain Delon

and

Claudia Cardinale

Produced by
GOFFREDO LOMBARDO

Directed by
LUCHINO VISCONTI

A Titanus Production

Color by DeLuxe

CinemaScope



American Premiere Today—Plaza Theatre
58th STREET EAST OF MADISON
EL 5-3320

MAT 213

60 lines x 2 columns (120 lines)

2 columns x 4¼ inches

Winner of the 1963 Cannes Festival as "Best Film of the Year."

20th CENTURY-FOX proudly presents

Burt Lancaster

in

"The Leopard"

also starring

Alain Delon

and

Claudia Cardinale

Plaza Theatre

American Premiere Monday 58th STREET EAST OF MADISON
EL 5-3320



MAT 212

30 lines x 2 columns (60 lines)

2 columns x 2½ inches

BOSLEY CROWTHER OF THE TIMES SAID:

"A stunning visualization . . . Mr. Visconti has been able to magnificently translate in terms of brilliant pictures almost like paintings, the autumnal moods of change and decay that the onrush of social revolution brought to one family and to the spirits of one strong man.

The quality of the presentation . . . is in a slow, rhythmic, tempered account of the changes that he realizes are inevitable.

It is in the superb illustration of a special way of life, elaborate and luxurious, but confined by rigid restraints, surrounded by lush decoration but internally cramped and dour. And it is in the interesting suggestions of the nature of the Prince, the soi-disant Leopard of the title, played by Mr. Lancaster . . . the American star gives a physically forceful presentation of the massive, imperious man upon whom the mood of melancholy descends most heavily at the ball. He is mighty in moments of anger, harsh in his sarcastic bursts and amazingly soft and sympathetic when the call is for tenderness.

A nostalgia very similar to that in 'Gone With the Wind.'"

"The Leopard," winner of the 1963
Cannes Festival as "Best Film of the Year."



20th CENTURY-FOX proudly presents

Burt Lancaster

in

"The Leopard"

also starring

Alain Delon

and

Claudia Cardinale

Produced by
GOFFREDO LOMBARDO

Directed by
LUCHINO VISCONTI

A Titanus Production Color by DeLuxe CinemaScope

Plaza Theatre 58th STREET EAST OF MADISON EL 5-3320
12:20, 3:15, 6:05, 8:55

MAT 210

150 lines x 2 columns (300 lines)
2 columns x 10¾ inches

"Best Film of the Year" - 1963 Cannes Festival.

20th CENTURY-FOX proudly presents

Burt Lancaster

in

"The Leopard"

Plaza Theatre

58th STREET EAST OF MADISON



MAT211

15 lines x 2 columns

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Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



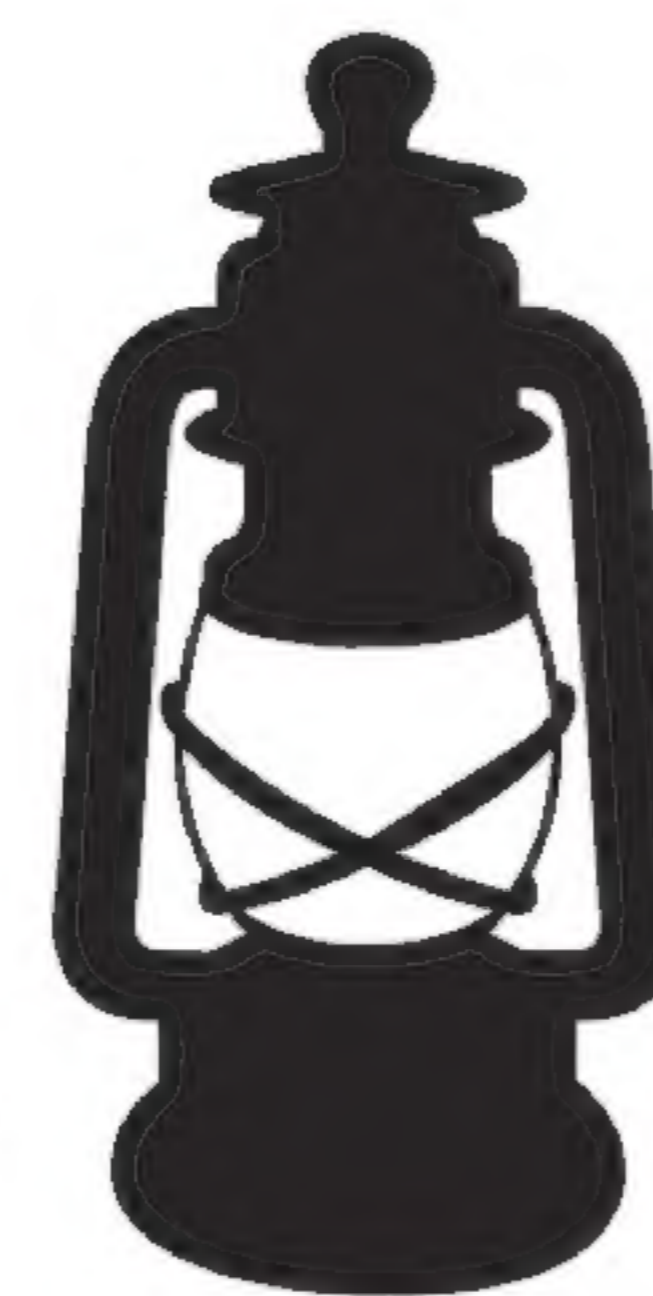
Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

MEDIA

HISTORY

DIGITAL LIBRARY



www.mediahistoryproject.org